



77 North Inc.

AU-R-000522

AU-G-C-000421

This entity qualifies for the Gold level tier of
the Social Equity All-Star Program

Social Equity All Star Plans For 77 North



77 North is a dispensary located and servicing Michigan's Upper Peninsula in Blaney Park, Michigan. The company was founded by Ryan Thierry, a Mexican American, who grew up in Mount Clemens, Michigan. This area is in fact recognized as a social equity city within the state of Michigan, and both Ryan and his partner come from disproportionately impacted communities. Ryan is the majority owner and his partner, Martin Searsma, grew up in the poorer districts of Detroit. They came from disproportionately impacted communities, and they intend to give back to the disproportionately impacted communities that they serve. Ryan Thierry has always given back, having served in the Marine Corps, then building his self made business with Martin that helps by serving their local community, and as a life long member of the NAACP. Both owners are extremely conscious of the need for social equity, for more minority ownership, and of the strong need to reinvest into the communities that they come from. They wouldn't even own a cannabis business if not for the social equity program. Thanks to the help of the program, the company receives 25% off of state licensing. They intend to reinvest those savings and a portion of subsequent profits into disproportionately impacted communities, into the social equity program that helped them build their business, and into the Michigan neighborhoods that they grew up in and live in.

Here's How:

Social Equity Plans

- 77 North actively seeks to employ individuals from nearby CRA identified disproportionately impacted communities at their marijuana establishment(s), including Wawatam Township and McKinley Township whenever possible.
- 77 North actively employs and seeks to employ disproportionately impacted individuals who have qualified for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future.
- 77 North actively will provide educational and outreach sessions in partnership with the CRA to individuals who qualified as disproportionately impacted individuals for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future.
- 77 North will provide mentorship programs for individuals who qualified as disproportionately impacted individuals for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future.
- 77 North actively partners with and will continue to partner in business ventures with licensees

who qualified for the CRA's social equity program or partners who the licensee has identified as disproportionately impacted based on criteria established by the licensee.

- 77 North actively partners with and will continue to partner in business ventures with licensees who qualified for the CRA's social equity program or who the licensee has identified as disproportionately impacted based on criteria established by the licensee.
- 77 North provides and will continue to provide training for employment in the marijuana industry for individuals who qualified as disproportionately impacted individuals for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future.
- 77 North will provide information and assistance for the expungement of marijuana-related convictions for interested Michigan residents.

Controls: Measuring the Effectiveness of 77 North's Social Equity Plan:

77 North will conduct an annual audit and will monitor and adjust the following controls based on these parameters:

MILESTONES:

Milestones will be met and/or adjusted based on progress:

- 77 North will attempt to employ at least 1 individual from nearby CRA identified disproportionately impacted communities at their marijuana establishment(s) each year. These areas currently include Wawatam Township and McKinley Township but will grow as the company expands. If this milestone is not met, advertising for employees from these areas will be increased by 15% per annum.
- 77 North will employ at least one disproportionately impacted individual who has qualified for the CRA's social equity program per annum, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future. If this milestone is not met, advertising for employees from these areas will be increased by 15% per annum.
- 77 North actively will provide at least 1 educational and outreach session in partnership with the CRA per annum to individuals who qualified as disproportionately impacted individuals for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future. If this milestone is missed for any reason, 2 outreach sessions will be scheduled the following year.
- 77 North will provide at least 1 mentorship programs per annum for individuals who qualify as disproportionately impacted individuals for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future. If this has not been completed by the annual review it will be immediately scheduled at the audit and marketed on the website.
- 77 North will review active partnerships with partners in business ventures with licensees who qualify for the CRA's social equity program or partners who the licensee has identified as disproportionately impacted based on criteria established by the licensee, and seek to increase those partnerships by at least one per year. If this milestone is not met, advertising for employees from these areas will be increased by 15% per annum.

- 77 North will review active partnerships with partners in business ventures with licensees who qualify for the CRA's social equity program or who the licensee has identified as disproportionately impacted based on criteria established by the licensee. If this milestone is not met, advertising for employees from these areas will be increased by 15% per annum.
- 77 North provides and will provide training for employment in the marijuana industry for all individuals employed who qualified as disproportionately impacted individuals for the CRA's social equity program, including but not limited to: caregivers or individuals with marijuana-related convictions, individuals the licensee has identified as having been disproportionately impacted based on criteria established by the licensee, and individuals who are impacted in the future. If this milestone is not met, advertising for employees from these areas will be increased by 15% per annum.
- 77 North will provide information and assistance for the expungement of marijuana-related convictions and increase these activities for interested Michigan residents as needed.

ANNUAL BALANCED SOCIAL EQUITY SCORECARD

A fair and balanced scorecard grading progress on each milestone will be published online after the audit every year.

PROMOTION, MARKETING AND ADVERTISING OUR SOCIAL EQUITY PLAN

Promotion, Marketing and Advertising for this plan will be posted online, with routine SEO campaigns including search engine submission, balanced scorecard updates and article campaigns. Further, other avenues of traditional marketing will be utilized in conjunction with business marketing campaigns based on budget constraints.

Corporate Spend Plans

The following include the primary components of 77 North's Corporate spending Plan:

This plan is designed to promote a network of:

- Disproportionately impacted minority owned businesses
- Any business located in a disproportionately impacted area approved and recognized by the CRA's social equity program located in the state of Michigan

77 North will actively solicit such businesses to work together and form a network that ensures that all such stipulated small businesses who are interested can continue to grow while purchasing and manufacturing products within our group, from each other. Such a network can help us all to promote our businesses, to grow our business and to in turn grow our communities. Sharing resources, experience, success stories and tips while buying and selling to each other will be good for all. 77 North specifically will sell our wholesale products at a discount price to any of the above described business that participate. In return we will reinvest up to 5% of our direct sales profits to the community in which the sales are conducted. This investment will be distributed annually.

Further, 77 North will develop and implement a marijuana brand called Social-E. The goal is to create a market within disproportionately impacted areas to establish the brand and sell to retail locations recently located within disproportionately impacted areas approved and recognized by the CRA's social equity program located in the state of Michigan. Social-E (a subsidiary of 77 North) will work with

these retailers to locate a special charity within a disproportionately impacted area approved and recognized by the CRA's social equity program located in the state of Michigan. Social-E will annually donate a percentage of profits from all shells of Social-E at that location.

The Social-E brand will include sales of flour, vapes, concentrates and cartridges. This will create and develop a network of minorities and social equity approved entities that benefit from working together. It directly forms a union that networks with other social equity entities and reaches out to the community on behalf of those retailers to donate funds to local nonprofits that are either found within the disproportionately impacted areas approved and recognized by the CRA's social equity program located in the state of Michigan as well in cities where the retailer can entertain applications from disproportionately impacted minority owned businesses and their patrons.

Community Reinvestment Plans

EDUCATIONAL AND OUTREACH PROGRAM

1. Partnering with the CRA, we will help educate disproportionately impacted individuals and disproportionately impacted areas regarding cannabis opportunities and positive developments in the industry, along with potential opportunities. These educational outreach programs will be given for free at the Cairns center. Located at 58 Orchard St, Mt Clemens, MI 48043.
2. We have and will continue to promote and donate to CB Youth Mentoring, Inc., which is a non-profit youth organization dedicated to assisting at risk youth between the ages of 12 and 21 years old located at the above described Cairns center.
3. All licensing savings (up to 25%) gained thanks to the help of the CRA social equity program will be redistributed to city approved non profits.
4. Ryan Thierry's personal hours of community service, he gives many annually, will be used to promote and resurrect our local NAACP chapter that closed 20 years ago.
5. In Mount Clemens, 77 North will be applying for a retail license within our zoned area in accordance with the existing regulations of the city. The property and land that 77 North is buying is locally owned by an existing resident. The builder and material used to construct the new site will be purchased and constructed by a local Mount Clemens builder. The parking lot is being poured by a Mount Clemens contractor. All labor and purchasing possible will be purchased locally to help support the area. Literally the entire cost of the project will go to the Mount Clemens area.